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INTERNATIONAL EXPOSITIONS

FEBRUARY 23, 1983.—Ordered to be printed

Mr. PERCY, from the Committee on Foreign Relations, submitted the following

REPORT

[To accompany Treaty Doc. 98–1]

The Committee on Foreign Relations, to which was referred an Amendment to the Protocol of November 30, 1972 (TIAS 9948) to the Convention of November 22, 1928, concerning International Expositions (TIAS 6548, 6549), having considered the same, report favorably thereon without amendment and recommend that the Senate give its advice and consent to ratification thereof.

PURPOSE

The 1972 Protocol to the 1928 Convention Concerning International Expositions currently limits the time which must elapse between universal international expositions occurring in different countries to ten years. Under exceptional circumstances, this time period may be reduced to seven years. The purpose of the proposed amendment is to remove the 7-year restriction to allow France to commemorate the French Revolution in a universal exposition at Paris in 1989, and the United States and Spain to celebrate the discovery of the Americas in a two-site world exposition at Chicago and Seville in 1992.

BACKGROUND

The Bureau of International Expositions (BIE) was created in 1928 by international agreement to provide for the orderly scheduling of international expositions so as to ensure that member countries have an opportunity to hold exhibitions which do not conflict with one another.

The Bureau is located in Paris, France and has 46 members. The United States contributes approximately 11.2 percent to the Bureau's budget which amounted to approximately $15,327 in 1982. Through its participation in the Bureau, the United States benefits by being under no obligation to construct a pavilion in foreign expositions not recog-

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nized by the organization. The United States also has assurances of foreign participation in its domestic expositions which do receive recognition. Since 1925, the United States has held 12 international expositions, 6 of which were endorsed by the Bureau.

On December 8, 1982, the Bureau membership voted to award date reservations to both Paris in 1989 and Chicago/Seville in 1992. Before these events can be finalized, four-fifths of the Bureau's members (32 nations [1]) must ratify the 1972 protocol to the 1928 convention. To date, only 14 nations have ratified that protocol. The United States, France, and Spain are all collaborating to secure the four-fifths necessary for ratification. In addition to the protocol's ratification, the Bureau's Rules Committee, Executive Committee and General Assembly must approve the general rules, special regulations and participation contracts of these expositions on June 15, 1983, before these dates can be registered. Therefore, there is good reason to expedite the ratification process of this protocol.

Committee Action

On Tuesday, February 22, 1983, the Committee held a public hearing and received testimony from the following individuals (see appendix of this report for prepared statements): Mr. Thomas Ayers, Chairman, Chicago World's Fair 1992 Corporation, Chicago, Ill.; the Honorable William Morris, Assistant Secretary for Trade Development, Department of Commerce; and Mrs. Jayne Plank, Director, Office of Intergovernmental Affairs, Bureau of Public Affairs, Department of State.

Following this hearing, the Committee, by voice vote, favorably reported the amendment to the Senate for its advice and consent.

Resolution of Ratification

Resolved (*two-thirds of the Senators present concurring therein*), That the Senate advise and consent to ratification of an Amendment to the Protocol of November 30, 1972 (TIAS 9948) to the Convention of November 22, 1928, Concerning International Expositions (TIAS 6548, 6549).

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[1] Six members countries (Haiti, Israel, Nigeria, Lebanon, Portugal and Poland) have not ratified the 1972 Protocol and are not eligible to ratify this amendment.

APPENDIX

STATEMENT OF THOMAS G. AYERS, CHAIRMAN AND PRESIDENT, CHICAGO WORLD'S FAIR—1992 CORPORATION, REGARDING TREATY DOCUMENT 98–1, AMENDMENT TO THE 1972 PROTOCOL TO THE 1928 CONVENTION CONCERNING INTERNATIONAL EXPOSITIONS

My name is Thomas G. Ayers. I am chairman and president of the Chicago World's Fair—1992 Corporation. Immediately prior to assuming this responsibility, I was chairman and chief executive officer of Commonwealth Edison Company, the electric utility serving Chicago and northern Illinois. I am pleased to be given the opportunity today to encourage your support of the pending Treaty Document 98–1, Amendment to the 1972 Protocol to the 1928 Convention Concerning International Expositions.

This amendment, which will permit large, universal category expositions to be held less than seven years apart in exceptional cases, is the culmination of more than two and one-half years of planning and hard work by the 1992 Corporation to win both domestic and international approval for a universal class world's fair in Chicago.

Chicago '92 would be the first universal exposition in the Western Hemisphere since Expo '67 in Montreal—a lapse of 25 years. The last universal category fair in the world was in Osaka, Japan, in 1970. And, it will be almost 60 years since the American Midwest has had an opportunity to experience the tremendous cultural and educational benefits of a world's fair . . . not since Chicago's own "A Century of Progress" in 1933 and '34.

The 1992 Corporation researched and submitted its application for Chicago '92 in August 1981, to the U.S. Department of Commerce. The Commerce Department finished its review of Chicago's plans in November 1981, and formally represented Chicago at the December meetings of the General Assembly of the Bureau of International Expositions in Paris. I should note that the B.I.E. already had been apprised of Chicago's intention to bid for a 1992 exposition as early as June 1980.

In turn, the B.I.E. sent its Pre-Inquiry Team to visit Chicago in May of last year. Based on the team's recommendations, the B.I.E. voted on June 24 to grant Chicago a "provisional date reservation." On November 11, President Reagan officially designated Chicago as the country's choice to host a world's fair in 1992, and directed the Departments of Commerce and State to seek "date registration" for Chicago from the B.I.E. At its December meeting, the B.I.E gave "final date reservation" to Chicago and to Seville, Spain, to host one universal category fair in 1992, to be split between the two sites.

An Amendment to the Protocol is needed at this time, because Paris, France, also was given a "final date reservation" for a universal cate-

gory fair in 1989, to celebrate the bicentennial of the French Revolution, only three years prior to the Chicago-Seville exposition. Approval of these expositions was made at the December, 1982 meeting of the full B.I.E. General Assembly, without a single dissent.

In giving date reservations to the two expositions, the member countries effectively recognized the overriding international significance of both the bicentennial of the French Revolution and the Columbian quincentennial, and that historic events may not always fit into the time restrictions imposed by the existing B.I.E. Convention.

Nevertheless, it is imperative that the United States formally approve the Amendment as soon as possible, so that our country can then take the lead in urging those B.I.E. members who have not yet ratified the Amendment to do so. Prompt action, which would result in B.I.E. "date registration" this June, is important, if the 1992 Corporation is to stay on schedule and within budget in its planning for Chicago '92.

Let me spend a few minutes to explain why the United States should be permitted to host the world in 1992, and some of the benefits accruing to us if we do.

To be called the "Age of Discovery," the Chicago '92 exposition would celebrate six centuries of human invention and innovation—the 500 years since the discovery of the Americas by Christopher Columbus, and the century to come. Although the United States has hosted special category fairs, such as last year's Knoxville exposition and the planned New Orleans fair in 1984, these are only one-fifth to one-tenth the size and scope of the universal category exposition which we are planning.

At the center of America's heartland, Chicago is within one day's drive of one-quarter of the U.S. population. Based on our initial marketing studies, Americans will account for approximately 88 percent of the 55–65 million visitors expected to attend Chicago '92. In addition to the great manufacturing and industrial centers which lie within the Midwest, the region also is an enormously bountiful agricultural network.

Clearly, then, a fair in Chicago would allow this important Midwestern audience a unique opportunity to gain first-hand knowledge not only of how mankind's great discoveries have been achieved in the past, but also those which may be made during the next century in this country and around the world. It is hoped that one of the enduring consequences of this knowledge will be to inspire greater understanding and goodwill toward all nations. This is especially critical if the global challenges, such as poverty, malnutrition, education, and cultural development are to be met effectively in the century to come.

In this regard, Chicago's '92 hopes to attract exhibits from more than 75 foreign countries. International pavilions are to be constructed adjacent to three of the city's existing, world-renowned cultural institutions (the Shedd Aquarium, the Adler Planetarium and the Field Museum of Natural History), which are located on the site.

Chicago's experience with two previous world-class fairs—the only American city with these credentials—has given us an enormous boost to our fair planning. The 1992 fair marks the 100th anniversary of Chicago's first successful universal class fair—the 1893 "World's

Columbian Exposition." Our second fair—"A Century of Progress" exposition—was held in 1933 and '34 to mark the 100th anniversary of the city's beginnings. Both these fairs were not only enormous cultural successes, but they were financially sound despite the difficult economic times under which they were held, namely the monetary Panic of 1893 and the Great Depression.

These fairs demonstrate, then, Chicago's proven ability to host an exposition of truly global significance—to construct a site of unparalled natural and architectural beauty, to attract a large audience of both exhibitors and visitors, and to maintain financial integrity, despite uncertainties in the economy.

The Chicago '92 exposition is being organized by the not-for-profit Chicago World's Fair—1992 Corporation, a coalition of more than 50 leaders from the Chicago metropolitan area who represent many of the country's most prominent financial institutions, businesses, labor groups, and cultural organizations, along with state and local governments, news media, and civic and ethnic groups.

Chicago '92 has strong backing throughout the Chicago area and the entire Midwest. We have received more than $900,000 in cash contributions from private sources and, perhaps even more importantly, approximately $3 million in donated services, during the planning and approval phase. No federal, state or city money has been contributed.

In addition, government on every level, including Chicago's mayor and legislative council, the governor and legislative assembly of Illinois, and the U.S. Congressional delegation from Illinois have endorsed the project. The governors and U.S. Congressional delegations from all the states contiguous to Illinois also have expressed their support for the exposition, as have scores of businesses, community groups, environmental organizations and labor unions.

Midwestern residents certainly are solidly behind Chicago '92. In a sophisticated public opinion survey, 88 percent of the respondents said they were in favor of the idea of a Chicago World's Fair, while even higher percentages of Hispanics and Blacks interviewed—90 and 92 percent, respectively—were enthusiastic about having an exposition in Chicago.

Total revenues from Chicago '92 are estimated at $750 million in 1982 dollars, and are projected to modestly offset expenses, which are estimated at $743 million. Working capital for the exposition is expected to be generated through the sale of bonds, with permanent financing to be arranged following recipt of B.I.E. "date registration."

Benefits from the exposition to the local and national economy have been estimated as follows (in 1981 dollars):

Additional business receipts of $1.85 billion,

Increased wages of $475 million,

Almost 100,000 jobs: 20,000 construction jobs; 15,000 jobs during the operation of the exposition—and, many of these will be entry-level positions suitable for teenagers and young adults, an estimated 60,000 additional jobs in fair-related businesses,

Taxable personal income of nearly $619 million, and

Immediate tax revenues of about $288 million.

The Chicago '92 site itself also will provide the longlasting residual benefit of a new park of some 500 acres, adjoining Chicago's existing majestic lakefront park system. This new fair parkland may become the future home of new or expanded cultural institutions, joining the

three great museums I mentioned earlier at the south end of one of the most impressive cultural centers in the United States.

These are only some of the direct economic impacts—many others, such as related new business development, residual tourism enhancement, and so forth—are impossible to measure, and yet must surely be counted among the significant benefits of Chicago '92.

In addition to these tangible benefits, a final word should be said about the world's fair experience itself. For millions of Americans who otherwise might never travel overseas, Chicago '92 truly will be a "once-in-a-lifetime" opportunity to view the full spectrum of mankind's knowledge and artistry, right here in their own backyard. Such an experience surely stimulates the minds and imaginations, and especially the aspirations, of all who attend for years to come—an important legacy to succeeding generations of Americans, whose future will depend more heavily on their ideas and ideals, as natural resources become increasingly limited. Chicago '92, then, will be more than a six-month exposition, it will be a global watershed for humanity's dreams as we enter the 21st century.

And, too, as plans for Chicago '92 are publicized around the globe, especially in light of the many cooperative efforts which will be undertaken with our sister site in Seville, the splotlight of the world will focus on the United States as the showcase for the finest examples of six centuries of mankind's achievements during our Columbian "Age of Discovery" celebration.

In closing, I thank you again for allowing me to testify here today, and urge you to promptly recommend ratification of the Protocol Amendment.

STATEMENT BY W. H. MORRIS, JR., ASSISTANT SECRETARY OF COMMERCE FOR TRADE DEVELOPMENT

Mr. Chairman and members of the committee, I am Bill Morris, Assistant Secretary for Trade Development in the International Trade Administration at the Department of Commerce. I am also the United States Delegate to the Bureau of International Expositions (B.I.E.) in Paris and vice president of that organization.

I am pleased to have the opportunity to tell this committee of the Administration's strong support for the amendment to the B.I.E. treaty under consideration here today. My colleague from the State Department will explain the legal and treaty requirements for this amendment. However, I would like to describe some of the background and the Department's efforts leading up to the amendment.

First, let me say the entire effort to successfully secure a firm date for the Chicago World's Fair was characterized by an extraordinary brand of hand-in-hand cooperation involving officials of the Chicago Fair, the Department of Commerce, the Chicago business community, and your office, Mr. Chairman. In fact, our efforts on this project can be described as a textbook example of how business and Government can work together as a team to make the very difficult become possible, and turn the dismal into a howling success.

Three countries have applied for B.I.E. approval to hold universal class expositions within a three-year period:

France for an exposition in Paris in 1989;
Spain for an exposition in Seville in 1992; and
The United States for an exposition in Chicago, also for 1992.

The B.I.E. treaty, however, prohibits more than one universal class exposition in a ten-year period. So you can see the situation we faced in December, and why we relied so much on our business-Government partnership to work with the other countries to devise an arrangement favorable to all.

In June of 1981, I met with officials of the French delegation to the B.I.E. to resolve the obvious conflict of the Paris Fair of 1989 and the Chicago Fair of 1992 scheduled within a three-year time period. Our friends of the French delegation agreed to support our efforts to pursuade the B.I.E. to allow both expositions, provided they would be held in different decades.

But then we faced the decision of the Spanish delegation which wanted to host a universal class exposition—also in 1992. I met with the Spanish delegation several times before December last year on this matter, and went to Madrid to talk with them while I was in Spain as director of a coal trade and investment mission.

In December, the U.S. delegation to the Paris meeting of the B.I.E. met with members of the Spanish delegation and the Chicago organizers to negotiate an agreement to allow both Chicago and Seville to host a dual-site World's Fair in 1992. The proposal was debated both in the Executive Committee of the B.I.E. and in the General Assembly and finally approved. There were some absentions, but no member nations voted against the proposal.

Mr. Chairman, the coalition of support that emerged from those efforts and the extensive debate on the floor of the General Assembly—where we were joined by Charles Wick, Director of U.S.I.A.—was an all-time first in the history of that international treaty organization. In short, the consensus of those present—both for and against the proposal—was that the Department of Commerce had joined forces with an extremely able group from the private sector to pull off a minor diplomatic miracle.

In our efforts to secure a date reservation with the B.I.E. for a United States exposition site, the Department of Commerce sought to adhere strictly to the provisions of Public Law 91-269; the law under which the Congress intends that world's fairs in the United States be conducted. We wanted to ensure success by selecting the site with the best qualifications and be certain of the organizer's ability for success.

The organizers for Chicago met our strict requirements and submitted an outstanding proposal for the 1992 Chicago World's Fair. The results of our efforts and those of the organizers were heralded by officers of the Bureau of International Expositions as "a textbook operation that will set the standard for all expositions that will follow."

This was not done without many long hours of concentrated work, tenacious diplomacy, and a dedication to a unified purpose. Much credit should go to Tom Ayers and the board members of Chicago '92 World's Fair Corporation for their leadership, attention to detail, and their willingness to work within the framework of a short deadline and a difficult diplomatic situation.

In the past, the U.S. Government organizers tended to rush their application to the B.I.E. only to secure a date reservation. Because of this, the United States suffered diplomatic embarrassment and

damage to our foreign relations by having to cancel universal class fairs in Philadelphia for 1976 and Los Angeles for 1980. We, at the Department of Commerce, were determined not to have this happen again.

Mr. Chairman, we are aware, as are other member nations of the B.I.E., that the Chicago organizers were the first to apply for the universal class fair for 1992 and have the best application—by any standard. We need this amendment today because we wish to accommodate the legitimate desires of the Governments of France, Spain, and the Hispanic Americans. Working with the Department of State, we have taken this present course of accommodation in the best interest of the United States.

Finally, I would like to emphasize the urgency for ratification of the proposed amendment. Quick action is necessary so we may call on other member nations of the B.I.E. to ratify the treaty before the June B.I.E. meeting. Such early action by the Senate will keep on track the decision process on the Chicago Fair, and allow us to encourage other delegations to follow our lead in accepting the treaty amendment.

I am confident, Mr. Chairman, that the actions we have taken in regard to the Chicago World's Fair of 1992 will act as a bellwether for future international exposition activities of the United States, and what we have done will set the standard for all that follow.

I will be happy to answer any of your questions.

STATEMENT BY JAYNE H. PLANK, OF THE DEPARTMENT OF STATE

Mr. Chairman and members of the committee, I am Jayne Plank, Director of the Office of Intergovernmental Affairs of the Department of State. I am pleased to have the opportunity to appear this morning to express the administration's strong support for the amendment to the 1972 protocol to the 1928 Convention Concerning International Expositions. I am accompanied this morning on my right by Mr. Ely Maurer, Assistant Legal Adviser, and on my left by Mr. Dennis Foreman, of the Office of the Legal Adviser.

The need for the amendment arises from the short interval between the centennials of two great historic events, the French Revolution of 1789 and the Discovery of the Americas by Columbus in 1492. France desires to commemorate the Bicentennial of the French Revolution in a Universal Exposition in Paris in 1989 and the United States and Spain desire to commemorate the Fifth Centennial of the Discovery of the Americas in a two-site Universal Exposition at Chicago and Seville in 1992. The two commemorations would thus be only three years apart.

Under Article 5(1)(B) of the Protocol, in general, ten years must elapse between two universal expositions. Under article 5(2) the Ten-year interval may be reduced to a minimum of seven years. The commemorations of the French Revolution and the Discovery of the Americas, with an interval of only three years, cannot be accommodated by the provisions of the protocol as presently worded.

In the circumstances, as permitted by Article 28(3)(a) of the Protocol, the General Assembly of the Bureau of International Exposi-

tions adopted a draft amendment to article 5(2) which would allow the holding of these two expositions, despite the short interval of three years. The amendment is a brief, technical amendment which would permit the Bureau of International Expositions, in exceptional circumstances and on the conditions set forth in article 28(3), to shorten the interval of ten years to three years or any period it considered warranted. The letter of submittal of the Department of State of January 5, 1983, printed in Treaty Document No. 98–1, sets forth specifically the wording of the amendment and how it would alter the present text of article 5(2) to bring about this result.

The Department of State asks for expeditious action by the Senate in giving its advice and consent to the acceptance of the amendment. Pursuant to Article 33(3) of the Protocol, the amendment can only go into effect when it has been accepted by four-fifths of the contracting parties and when such acceptances have been received by the French Government, the depositary of the protocol. When the Senate has acted affirmatively, the U.S. Government will promptly notify the French Government of our acceptance and also take action to urge the other contracting parties to transmit their acceptances promptly so as to enable the amendment to go into effect at an early date.

The Department of Commerce, the program agency for international expositions concurs in this statement.

Mr. Chairman, this concludes our presentation. We shall be pleased to answer any questions you or your committee members may have.

BUREAU OF INTERNATIONAL EXPOSITIONS MEMBER COUNTRIES

ARGENTINA
AUSTRALIA
AUSTRIA
BELGIUM [1]
BOLIVIA [1]
BULGARIA [1]
BYELORUSSIA
CANADA [1]
CHILE
COSTA RICA
CUBA
CZECHOSLOVAKIA [1]
DENMARK
EAST GERMANY (DRG) [1]
EL SALVADOR
FINLAND
FRANCE [1]
GREECE [1]
HAITI [2]
HUNGARY [1]
ISRAEL [2]
ITALY
JAPAN
LEBANON [2]
MOROCCO
MEXICO
MONACO [1]
NETHERLANDS
NICARAGUA
NIGERIA [2]
NORWAY [1]
PANAMA
PERU [1]
POLAND [2]
PORTUGAL [2]
ROMANIA [1]
SPAIN
SWEDEN
SWITZERLAND
TUNISIA
UNITED KINGDOM [1]
UKRAINE
UNITED STATES
USSR
VENEZUELA
WEST GERMANY (FRG) [1]

[1] Countries who have ratified the 1982 amendment to the BIE 1972 protocol.
[2] Countries who have not ratified the 1972 protocol and are, therefore, ineligible to approve the 1982 amendment to the 1972 protocol.

Bureau of International Expositions

WHAT

The Bureau of International Expositions (BIE) is an international treaty organization having overall authority for international expositions. The BIE derives its authority from the Paris Convention of 1928 relating to International Expositions, amended and supplemented by the Protocols of 1948, 1966 and 1972.

The Convention arose from the chaotic state of expositions at the turn of the century. As the world had become more sophisticated and industrialized, expositions became a suddenly popular means for nations to display their cultural and technological advances. As expositions increased in frequency and decreased in organization, international pressure for control mounted, culminating in the 1928 Paris Convention.

The Convention established regulations for the scheduling and conduct of expositions for the purpose of education and cultural exchange; the Convention also chartered the BIE to administer the provisions of the Convention.

The BIE is directed by the President and administered by the Secretary-General, who is supported by the Secretariat. The main body of the BIE is the General Assembly, comprised of a delegation from each member nation. The delegation, having one vote, consists of from one to three members, depending on the size of the represented nation. The General Assembly is supported by four standing committees: Budget, Executive, Information, and Rules.

WHY

International expositions are different from trade fairs. Where a trade fair has as its principal goal the inducement of trade between different entities, an international exposition gives a nation the opportunity to display its own technology, culture and civilization. An international exposition is a precursor of future trade fairs. In an international exposition, nations display their newest and most revolutionary technologies, processes and ideas. The display is in a setting that also shows that nation's cultural and ethnic heritage. The overall effect is to show the international visitor the progress that a nation has made in one or more branches of the human endeavor, promote the international sharing of ideas and achievements, and to further international understanding, cooperation and peace.

Membership in the BIE includes each nation as an active participant in the deliberation and development of exposition policies and procedures. All members play a determinant role in the scheduling and registering of international expositions. Moreover, members have priority over nonmembers in the consideration of applications for expositions. Although a nonmember may participate in and, on rare occasion, host an international exposition, the nonmember may do so only with the approval of a forum in which the nonmember does not have an active voice. And finally, the fee for consideration of an application for an exposition for member is half the fee for a nonmember.

WHEN

The BIE convenes in June and November of each year. Each session runs approximately eight days. The session begins with caucuses of the four standing committees in preparation for the meeting of the General Assembly, which ends the eight-day session.

The permanent staff of the Secretariat conducts the affairs of the BIE between the semiannual plenary sessions. Investigations of applications are also conducted between the scheduled BIE sessions. In addition, some of the four standing committees make a practice of meeting between the plenary sessions.

Expositions occur as they are scheduled by the BIE. Universal expositions, the larger of two classes of international expositions, must be separated by 10 years if held in different countries and by 20 years if held in the same country. Specialized expositions, the smaller of the two classes, of different themes will be separated by two years when held in different countries and by five years when held in the same country. Specialized expositions of the same theme will be separated by 5 years when held in different countries and by 10 years if held in the same.

WHO

Membership in the BIE, through accession to the Convention, is open to any nation that is a member of the United Nations, a party to the Statute of the International Court of Justice, or a member of one of the specialized agencies of the United Nations or the International Atomic Energy Agency.

Members in the BIE represent five of the seven continents. Member nations range from the large to the small, from the continental to the insular. Members are both industrial powers and less developed nations. Members represent all political doctrines and governmental forms.

All members of the BIE pay annual dues. The BIE divides its budget into a number of parts (1 part currently equals 1830 F.). Members are grouped into different levels of dues, or parts. Current assessments range from the high of 50 parts for one member to the low of 1 part for another member. The group into which a nation is assigned and the number of parts for which a nation is responsible is a result of direct negotiation with the Budget Committee. The size of the nation and its contribution to the United Nations are the bases for the negotiations.

Historical Background

Exhibitions are not a recent invention. They date back to the times when large-scale markets were regularly held in cities which, because they were located at major route intersections, attracted visitors and brought prosperity. Crowds of people, some of whom had travelled great distances, would visit these markets, stay at the site, and exchange a wide variety of articles. These events thus provided a forum for expressing and evaluating ideas and for demonstrating and comparing skills.

Through these gatherings a highly beneficial atmosphere of mutual understanding and fellowship developed between people of different nations and often conflicting cultures. Buyers and sellers would flock to the cities of Lyons, Frankfurt and Leipzig in particular from all over medieval Europe.

The commercial transactions of long ago thus paved the way for the international exhibitions of today, which play an educational role and are instrumental in promoting understanding in the world.

The first "universal and international" exhibition in the modern sense of the term took place in 1851 in London, capital of England, the world's leading industrial power, which with its vast empire had profited handsomely from free trade and the prosperity of the Victorian era. The exhibition was an overwhelming success.

Every nation was invited to contribute to the exhibition, which constituted an inventory of all branches of human endeavour. Paris took over and organized brilliant exhibitions in 1867, 1878, 1889 and 1900. Soon other large centres were also eager to welcome craftsmen and manufacturers from all over the world, and among the most successful international exhibitions were those held in Vienna, Amsterdam, Brussels, Barcelona, St. Louis, Turin and Philadelphia.

These events inevitably gave rise to numerous conflicts of interest and were often characterized by very poor organization. This state of confusion caused the participating governments serious problems and, as a result they felt the need to establish regulations to prevent the proliferation of exhibitions and provide participants with certain guarantees. As interest and experience in exhibitions grew it became apparent that the various parties had to be brought together and their differences aired in an attempt to solve common problems.

An international agreement seemed necessary. Paris had been calling for one since 1907. In 1912 the German Government took the initiative and called interested governments together in order to work out the basis for an agreement.

The governments were quick to respond and they expressed the desire to establish regulations to improve relations between organizers and participants and between inviting governments and official or private exhibitors.

It was the Berlin Diplomatic Conference that established the basis for an international convention governing international exhibitions. However, the diplomatic decision that resulted could not be ratified because of the War of 1914.

The governments took up the matter again in 1920, but it was not until November 22, 1928, at another conference in Paris, that delegates of thirty-one countries signed the first convention governing, in a constructive manner, the organization of international exhibitions.

The International Convention of 1928 brought order to the world exhibitions situation by regulating their frequency and outlining the rights and obligations of the exhibitors and organizers. At the same time the International Bureau of Exhibitions was created in order to ensure compliance with the provisions of the Convention.

Subsequently two protocols—one concluded in 1948 and the other in 1966—amended the Convention on the key issue of exhibition frequency.

In view of the precedents that have been set during the International Bureau of Exhibition's fifty years of existence and also in view of new economic data (faster rate of progress, decreased travel time, and the appearance of new countries on the world scene), a thorough revision of the 1928 Convention was necessary.

This revision was undertaken in 1965 and resulted in the signing of the Protocol of November 30, 1972, which has since governed the organization of international exhibitions.

Exhibitions Governed by the 1928 Convention Amended by the Protocol of November 30, 1972

Article 1 of the Convention defines these exhibitions as follows:

> "An exhibition is a display which, whatever its title, has as its principal purpose the education of the public: it may exhibit the means at man's disposal for meeting the needs of civilization, or demonstrate the progress achieved in one or more branches of human endeavour, or show prospects for the future. An exhibition is international when more than one State is incited to take part in it."

The definition indicates that an exhibition is above all a vehicle for informing and educating people—a fact which distinguishes it from a (trade) fair, with which it is all too often confused.

A (trade) fair is a market to which manufacturers—or only certain categories of manufacturers—are invited to display, usually for a limited period of time, samples of the goods they make and sell. Distributors are then able to make a selection and restock their shelves. The purpose of a (trade) fair is not to educate its visitors; it is specifically designed to facilitate and promote trade.

The idea behind an exhibition is entirely different. It, too, brings together a considerable number of goods produced by various countries but, rather than find immediate buyers for these articles, its purpose is to demonstrate their value and utility through the originality of the display. The exhibitors must devote a large part of their efforts to the display aspect, particularly since many modern exhibitions have a basic theme that determines the general spirit of the presentation and therefore acts as a springboard for the exhibitors' ingenuity. The significance of international exhibitions is thus of the highest order: each nation is invited to share its ideas in the various fields in which it specalizes and to demonstrate the progress it has achieved in each. The exhibition, as a gathering of nations, is in effect an international clearing house for ideas; it is truly educational and constitutes a living testimony to the times.

In limiting its jurisdiction to exhibitions which meet precise criteria the Convention exempted from its authority certain events of a specific nature such as:

Exhibitions lasting less than three weeks;

Fine arts exhibitions;

Exhibitions of an essentially commercial nature.

UNIVERSAL EXHIBITIONS AND SPECIALIZED EXHIBITIONS

Having defined international exhibitions, the Convention distinguishes between two main categories: universal exhibitions and specialized exhibitions.

Universal exhibitions illustrate progress achieved in all branches of human endeavour. They usually have very general, often philosophically inspired themes, as exemplified by the following: "Evaluation of Mankind for a More Human World", Brussels 1958; "Man and His World", Montreal 1967; and "Progress and Harmony for Mankind", Osaka 1970.

The participating governments must construct their pavilions at their own expense and no rent may be charged by the organizer for the sites alloted for these pavilions.

Specialized exhibitions, on the other hand, are devoted to a single branch of human endeavour such as transportation, Munich 1965; hunting, Budapest 1971; the environment, Spokane 1974; and the sea, Okinawa 1975.

In the case of specialized exhibitions the cost of constructing pavilions and display booths is borne by the organizer, who is thus justified in charging rent.

Upon completion of a study or inquiry, the General Assembly of the International Bureau of Exhibitions decides whether an exhibition coming within the scope of Convention provisions is universal or specialized.

OFFICIAL EXHIBITIONS AND OFFICIALLY RECOGNIZED EXHIBITIONS

Whether universal or specialized, exhibitions may, according to the Convention, be official or officially recognized.

An official exhibition is an exhibition organized by the government itself.

An officially recognized exhibition is an exhibition organized by a legal entity that has been officially recognized by the government, which guarantees the fulfilment of that legal entity's obligations.

In both cases the government of the state on whose territory the exhibition is held appoints a commissioner general, who is responsible for representing the state and guaranteeing the fulfilment of commitments made with respect to the International Bureau of Exhibitions and the other countries.

U.S. DEPARTMENT OF COMMERCE,
INTERNATIONAL TRADE ADMINISTRATION,
Washington, D.C., December 17, 1982.

Hon. CHARLES H. PERCY,
Chairman, Foreign Relations Committee,
U.S. Senate, Washington, D.C.

DEAR MR. CHAIRMAN: Knowing of your interest in international expositions, I am pleased to report to you the results of the recent meetings of the Bureau of International Expositions (BIE) in Paris. On December 8, the BIE membership voted to award date reservations to both Paris 1989 and Chicago/Seville 1992. The latter event calls for one universal fair on two sites. The vote in the General Assembly, with

39 nations voting either in person or by proxy, was 28 in favor, 10 abstentions and 1 not voting.

Before the above can be finalized. four-fifths of the BIE members must ratify the 1972 amendment to the 1928 BIE convention. To date, only ten countries have ratified the amendment. The United States is not yet a part of them. Both the U.S./Spain and France are collaborating to secure the four-fifths necessary for ratification. In addition to the amendment ratification, the BIE Rules Committee, Executive Committee and General Assembly must approve the general rules, special regulations, and participation contracts of these expositions on June 15, 1983 before these dates can be registered.

An interesting sidelight to the vote was that Spain managed to get Mexico and 10 Central and South American countries to join the BIE. Three more nations are in the process of completing the requirements for membership.

If you have any questions concerning what transpired in Paris, please have your staff contact Dr. George L. B. Pratt, 377–4601.

Sincerely,

W. H. MORRIS, Jr.,
Assistant Secretary for Trade Development.

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